



WGAL
1300 Columbia Avenue
Lancaster, PA 17603
(717)393-5851

CONTRACT

<u>Contract / Revision</u> 939102 /		<u>Alt Order #</u> 06261872
<u>Product</u> AMER FOR PROS #475		
<u>Contract Dates</u> 08/08/12 - 08/14/12		<u>Estimate #</u>
<u>Advertiser</u> Americans for Prosperity		<u>Original Date / Revision</u> 08/02/12 / 08/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WGAL	<u>Account Executive</u> Mary Tricoli	<u>Sales Office</u> HRP -Washingt
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Mentzer Media Services
600 Fairmont Ave
Suite 306
Towson, MD 21286

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
E 1	WGAL	08/08/12	08/10/12	M-F News 8 at 6a	6-7a		:30			NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--WTF--				3	\$1,000.00			
E 2	WGAL	08/08/12	08/10/12	NBC Today Show	7-9A		:30			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--WTF--				3	\$1,200.00			
E 3	WGAL	08/08/12	08/10/12	NBC Today Show II	9-10a		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--WTF--				3	\$500.00			
E 4	WGAL	08/08/12	08/10/12	Olympics Daytime	10a-5p		:30			NM	8	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--WTF--				8	\$800.00			
E 5	WGAL	08/08/12	08/10/12	M-F 5-6p News	5-6p		:30			NM	6	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--WTF--				6	\$1,500.00			
E 6	WGAL	08/08/12	08/10/12	Access Hollywood	7-730p		:30			NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--WTF--				3	\$900.00			
E 7	WGAL	08/08/12	08/10/12	Olympic Zone	Olympic Zone		:30			NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--WTF--				4	\$900.00			
E 8	WGAL	08/08/12	08/12/12	Mo-Sat/ Sun Prime Olympics	Prime Olympics		:30			NM	6	\$36,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--WTFSS				6	\$6,000.00			
E 9	WGAL	08/08/12	08/12/12	Olympic Late News	Olympic Late News		:30			NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--WTFSS				4	\$900.00			
E 10	WGAL	08/11/12	08/11/12	Sat/Sun News 8 at 6a	6-7a		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----2-				2	\$200.00			
E 11	WGAL	08/11/12	08/11/12	NBC Saturday Today	7-8a		:30			NM	1	\$900.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----1-				1	\$900.00			
E 12	WGAL	08/11/12	08/11/12	Sa/Su News 8 at 6	6-630p		:30			NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----2-				2	\$900.00			
E 13	WGAL	08/11/12	08/12/12	Olympic Weekend Daytime	6a-6p		:30			NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----SS				3	\$1,800.00			
D 14	WGAL	08/12/12	08/12/12	Sat/Sun News 8 at 6a	6-7a		:30			NM	0	\$0.00
E 15	WGAL	08/11/12	08/11/12	Sa/Su News 8 at 8a	8-9A		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----S-				1	\$500.00			
E 16	WGAL	08/12/12	08/12/12	NBC Meet the Press	9-10a		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----1				1	\$1,000.00			
E 17	WGAL	08/12/12	08/12/12	Su 7-730a	7-730a		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----1				1	\$250.00			
E 18	WGAL	08/13/12	08/14/12	M-F News 8 at 6a	6-7a		:30			NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				2	\$1,400.00			
E 19	WGAL	08/13/12	08/14/12	NBC Today Show	7-9A		:30			NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				2	\$1,400.00			
E 20	WGAL	08/13/12	08/14/12	NBC Today Show II	9-10a		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				1	\$450.00			
E 21	WGAL	08/13/12	08/14/12	M-F 5-6p News	5-6p		:30			NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				2	\$1,400.00			
E 22	WGAL	08/13/12	08/14/12	Entertainment Tonight	7-730p		:30			NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				2	\$900.00			
E 23	WGAL	08/13/12	08/14/12	NBC Tonight Show	1135p-1235a		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				2	\$350.00			
E 24	WGAL	08/13/12	08/14/12	M-Su News 8 at 11p	11-1135p		:30			NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	MT-----				2	\$900.00			
Totals											64	\$92,800.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/14/12	64	\$92,800.00	\$78,880.00
Totals	64	\$92,800.00	\$78,880.00

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Signature: _____ **Date:** _____

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